

Amendments to the Specification:

Please replace the paragraph beginning on page 2, line 30, with the following marked-up version:

The method further includes tracking activities of the individuals to whom the offers were presented. Statistics related to an effectiveness of the offers can be reported. A ~~a~~-sequence of related offers can be presented to those individuals based on their tracked activities.

Please replace the paragraph beginning on page 5, line 19, with the following marked-up version:

Delivery component **125** is responsible for selecting (e.g., filtering) and timing delivery of (e.g., prioritizing and limiting the frequency) ~~of~~ offers to appropriate customers **110** based on the campaigns it receives from design components **120**. Delivery component **125** presents offers through channels **140** using a variety of different types of interactions with customers **110**. For example, delivery component **125** can send an electronic mail message to one or more customers **110** that includes an offer. In this case, it is not essential that the customers communicate directly with the delivery component in response to the offer. For example, if the offer includes a specific sales offer, the customer may directly act on the offer by performing an online transaction. For some of such transactions, a fulfillment component **135** handles the transaction. Delivery component **125** can also present an offer using a Web interaction. In this case, delivery component **125** reacts to a particular customer **110** (or a member of a defined class of customers) accessing a Web server application and presents an offer, for example using a "banner ad," ~~that~~ user with an offer targeted to ~~that~~user customer.

Please replace the paragraph beginning on page 6, line 27, with the following marked-up version:

A tracking component **130** receives information from delivery component **125**, fulfillment component **135**, and channels **140**. This information is used to characterize various

aspects of the offers made by delivery component **125**. For instance, the success of particular marketing campaigns, which are associated with groups of offers, is tracked by tracking component **130**. One product of this tracking ~~are~~is reports **134**, which can include characterizations of the effectiveness of various types of offers. Another related product is data that is input to a marketing database **132**, from which various reports can be generated.

Please replace the paragraph beginning on page 7, line 5, with the following marked-up version:

A profiling component **155** is used to assemble information about particular customers **110**. This information can come ~~from~~from various sources, such as external marketing databases, systems for passive monitoring of customer access to Web servers (click monitoring), and from customer-provided information, such as survey forms filled out by customers when registering a product. Profiling component **155** provides data to customer profile database **150** in a batch mode, for later use by delivery component **125**. Profiling component **155** can also provide information directly to delivery component **125**, for example, triggered by obtaining particular information about a customer.

Please replace the paragraph beginning on page 7, line 23, with the following marked-up version:

In this embodiment, an offer server **220** hosts portions of design component **120** and delivery component **125**. A user **115** interacts with the system using a user computer **210**, on which a client application **212**, such as a Web browser application, executes. Client application **212** communicates with offer server **220**, for instance over a local or wide area data network. Offer server **220** communicates with a number of different server computers that are associated with channels **140**. These ~~includes~~include one or more email ~~server~~servers **240** and one or more Web servers **250**, which are used to pass offers to customers **110**. Indirect channel servers **245**,

such as sales force automation servers and lead management servers, provide a path for passing offers to agents **144**, who then in turn communicate with customers **110**. Other server computers ~~are~~ associated with channels **140** are not shown, including a fax server for transmission of offers to customers. A customer **110** uses a customer computer **260** to access the offers passed from an email server or a Web server using an email client application **262** or a Web browser application **264** hosted on the customer computer.

Please replace the paragraph beginning on page 9, line 29 with the following marked-up version:

Event **314** characterizes the condition under which user **115** wants offers to be sent to a customer **110**. The event is specified as a triggering condition or rule. For instance, profiling component **155** collects information about the Web visitor. This information is passed to delivery component **125** where it can be used to determine whether a triggering condition for a particular offer has been satisfied. Another triggering ~~conditions~~ condition includes a customer explicitly expressing interest in an offer, for example by asking for product information using email or a Web form. User **115** can also specify IF-THEN statements. An example of use of such statements ~~include~~includes web visitors who meet a set of qualification criteria (based on title, budget or income, company size, etc.) that automatically qualify for a special discount.